ISLAND COAST OCEAN SOLUTIONS MARSEILLE 2021

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With the support of

WOMEN ON ISLANDS
LEADERS OF SUSTAINABLE TOURISM

Anna Lindh Foundation
EUROMED

Cofinanced by

INTRODUCTION

Jeremy Sampson

The Travel Foundation
CEO

United Kingdom

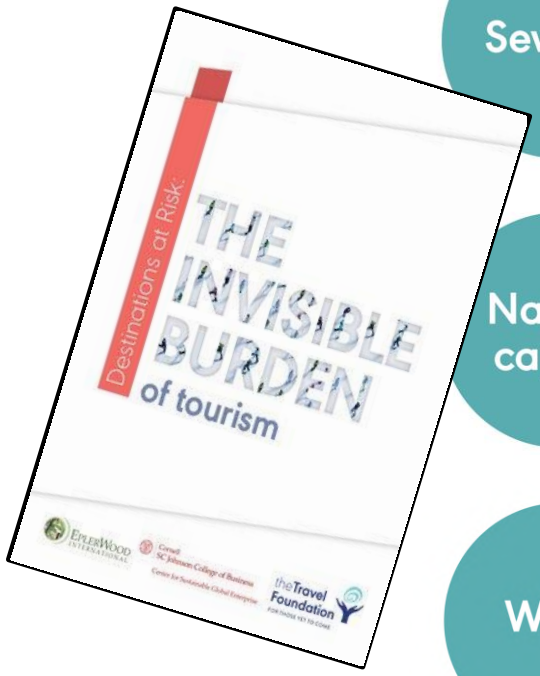
PART 1 -Tackling sustainable tourism on small islands, current challenges and solutions

Why do we want tourism?

PART 1 -Tackling sustainable tourism on small islands, current challenges and solutions

13 Guiding Principles

The Invisible Burden



Sewage

- Cost of infrastructure upgrades (including green technology)
- Untreated sewage (harm to human health and ecosystems)

Natural capital

- Costs to maintain biodiversity, green corridors and protected areas
- Loss of biodiversity and ecosystem services

Water

- Cost of infrastructure upgrades (including green technology)
- Cost of desalination
- Overexploitation (leaving residents without potable water resources)

Social capital

- Higher cost of living
- Amenities for residents displaced by tourism
- Undermined community values

Solid waste

- Cost of infrastructure upgrades (including green technology)
- Uncollected waste, unsanitary waste dumps and pollution (harm to human health and ecosystems)

Energy & GHG

- Cost of infrastructure upgrades (including green technology)
- Cost of managing peak demand
- Increased reliance on non renewables

Optimising added value tourism

Putting community needs at the centre

Resources and biodiversity are protected

Local livelihoods are optimised

Quality of life for residents and workers

Protecting destination-level investments & jobs

Building resilient, inclusive local supply chains

Creating high-quality products and services that respond to emerging market

Arnau Teixidor Costa

IUCN Med / MEET NETWORK
Programme Officer / Secretariat

MEDITERRRANEAN (SPAIN)

Elton Caushi

ALBANIAN TRIP / MEET NETWORK
Co-founder / Ambassador

ALBANIA

MEET Network

A solution for sustainable tourism development

MEET Mediterranean Experience of EcoTourism

MEET supports Mediterranean Protected Areas to **develop, manage and promote ecotourism**, assessing and monitoring its impacts, to ensure **benefits to conservation and local communities in the destination**.

A registered association of 12 Protected Areas building on the experience in more than 40 destinations within ENI-CBC-Med MEET Project and Interreg-Med Projects DestiMED and DestiMED+.

MEET METHOD for Ecotourism Development

1. Local Ecotourism Cluster Development
2. Ecotourism Product Development
3. Quality & Sustainability Assessment & Monitoring
4. Market Access through Marketing and Brokerage

ARNAU TEIXIDOR COSTA / IUCN Med – MEET Network

MEET TOOLS for Ecotourism Development

Methodology & Policy Manual	Ecotourism Standard & Indicators	Online Monitoring Platform & Ecological Footprint Calculator	Online Training Platform & E-Learning Tools

Underpinned by the MEET product CATALOGUE & the MEET BRAND

MEET
Mediterranean Experience of EcoTourism

PART 1 -Tackling sustainable tourism on small islands, current challenges and solutions

1 Local Ecotourism Cluster Development (LEC)

Benefits of a LEC for a local operator and the destination

- Deep understanding of the destination and its actors
- Best product design. Who better than locals knows the secrets of a destination!?
- Best way to raise benefits for everyone including conservation and ecosystems.
- Great contact with different actors. The network came to be so useful in other cases as well.

2 Ecotourism Product Development

Designing an ecotourism package under MEET

- Locals loved our approach on their destination.
- Infected with the MEET care for sustainability. We are trying to spread the “virus”.
- Markets are more and more interested in the MEET kind of product.

3 Quality & Sustainability Assessment & Monitoring

Going deeper into sustainability through MEET

- Little efforts to important change
- Calculator revealed a lot of hidden truths (meat, single use plastic, fuel)
- MEET inspired us into some little changes. This is just the beginning

4

Market Access through Marketing and Brokerage

MEET support in promotion, coaching and brokering

- Gateway to high end networks, specialists, influencers
- MEET product is in high demand at the eve of post pandemic
- MEET helps select the best to work with

MEET Opportunities for Small-Island Destinations

1. Local Ecotourism Cluster Development
2. Ecotourism Product Development
3. Quality & Sustainability Assessment & Monitoring
4. Market Access through Marketing and Brokerage

MEET method for Protected Areas

General case - a Protected Area or natural area (e.g. N2000 sites managed by counties or municipalities) with a management structure. Could also be for DMOs that want to start collaborating with neighbouring protected areas.

Even if they may have existing work in ecotourism or related segments, they want to go a step further with the support of MEET.

MEET Opportunities for Small-Island Destinations

1	Local Ecotourism Cluster Development
2	Ecotourism Product Development
3	Quality & Sustainability Assessment & Monitoring
4	Market Access through Marketing and Brokerage

Destinations starting a collaborative journey

Emerging destinations where there is no collaboration between public and private sectors and want a framework or guidelines to star the process.

MEET Opportunities for Small-Island Destinations

1. Local Ecotourism Cluster Development
2. Ecotourism Product Development
3. Quality & Sustainability Assessment & Monitoring
4. Market Access through Marketing and Brokerage

MEET method for repositioning or rejuvenating a Destination

Emerging or mature destination with strong destination management that want to diversify their offer or reposition their destination towards more sustainable models through ecotourism.

MEET Opportunities for Small-Island Destinations

1	Local Ecotourism Cluster Development
2	Ecotourism Product Development
3	Quality & Sustainability Assessment & Monitoring
4	Market Access through Marketing and Brokerage

MEET method for destinations with consolidated products & market

Existing ecotourism packaged products (or other small tour group in related segments) to be assessed against sustainability and quality standards.

For example, using the ecological footprint calculator to measure and monitor the EF to reduce their environmental impact.

MEET Opportunities for Small-Island Destinations

1	Local Ecotourism Cluster Development
2	Ecotourism Product Development
3	Quality & Sustainability Assessment & Monitoring
4	Market Access through Marketing and Brokerage

MEET method for mature ecotourism Destinations

Mature destinations in National and Nature Parks with a diversified Ecotourism offer.

Existing governance structures, such as the ECTS – Europarc.

Have sustainability credentials but want to go further.

Requires support to reach new markets and to raise their profile.

Thank you!

Visit our Website and Subscribe to the MEET Newsletter!
www.meetnetwork.org

Email address:
secretariat@meetnetwork.org

MEET Network Online Training
www.conservationtraining.org
Courses > IUCN > MEET Network

Ecological Footprint Calculator:
www.meetnetwork.org/calculator

MEET
Mediterranean Experience of EcoTourism

Follow MEET!

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@MedEcotourism

@meet_network

MEET Network

Q & A and discussions

Angela Cott

National Trust
General Manager
Brownsea Island

United Kingdom

National Trust

Brownsea Island

Welcoming visitors on small islands - an economic and sustainable opportunity?

INHABITANTS: 35 to 50

VISITORS: 145,000

PROTECTION STATUS:

INTERNATIONAL Ramsar

EUROPEAN SPA: birds SAC: heathland

NATIONAL SSSI AONB

GOOD PRACTICE / ACTION

Welcoming visitors as a source of income and balanced with nature

INITIATIVE/ ACTIVITY:

Aiming for exceptional visitor experience

‘Visitor experience is built on knowing and caring about our visitors’

‘Spirit of Place’ and ‘Visitor Experience Design’

Everything speaks

Visitor Journey Framework

PROJECT / OUTPUTS

MAJOR RESULTS:

Ongoing and deepening support

Income from members and non-members on which to base work:

Benefit to people's wellbeing

Employment and volunteering

Conservation of nature and history

Environmental impact reduced

CHALLENGES:

Attention to detail – physical and emotional

Learning lessons from ongoing review

Need to constantly update & invest

Difficult to balance economic/environmental/social benefits

LESSONS LEARNED

- NEGATIVE -

Can make things too complicated

Working with consultants requires constant vigilance to ensure delivering your brief

Time consuming to build consensus

+ POSITIVE +

Have confidence in island team's knowledge and abilities

Huge support for cause reflected in volunteering and staff

Must go for 'good enough' and get on with things

CONCLUSION Vital to achieve a firm foundation of income through offering exceptional visitor experiences. This requires planning, feedback and constant attention to detail and ongoing investment

Action Plan on Sustainable Tourism

Scope practicality of sourcing sustainably produced local food

We will get fish & seafood onto the café menu, hold a food tasting event and support a local business

We will check performance against financial, environmental and social dimensions of sustainability (triple bottom line)

Ensure we integrate support for the participation of women

LASTOVSKO OTOČJE
Park prirode • Nature park

Maja Rešić

Public Institution
"Nature Park Lastovo Islands"

Head of Administration

Croatia

NATURE PARK LASTOVO ISLANDS

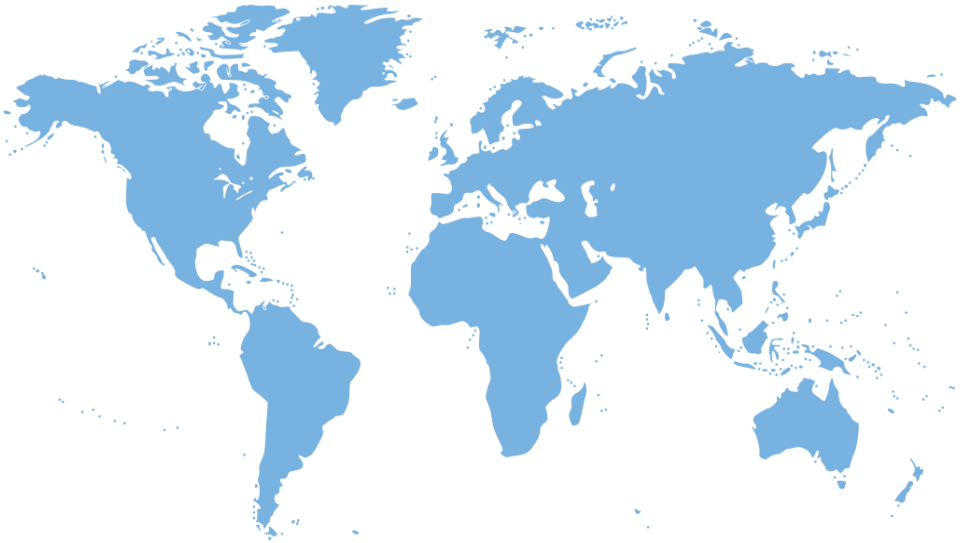
COUNTRY: CROATIA

INHABITANTS: 791 / 2011.

VISITORS: 9903 / 2019.

6255 / 2020.

PROTECTION STATUS: NATURE PARK (NATIONAL STATUS)



GOOD PRACTICE / BLUE INCUBATOR

INITIATIVE/ ACTIVITY:

- BLUE INCUBATOR (JUNE 2020. - DECEMBER 2020.)
- OPEN CALL FOR LOCAL STAKEHOLDERS TO APPLY BUSINESS IDEAS THAT HAVE POSITIVE ENVIRONMENTAL, ECONOMIC AND SOCIAL IMPACT ON LOCAL COMMUNITY (VINE AND OIL PRODUCTION AND TASTING, TRADITIONAL CRAFTS,FISHING TOURISM, E-BIKE, COLLECTING AND SORTING OD WASTE)

PARTNERS / GOVERNANCE:

- BLUE SEEDS, WWF ADRIA, SMILO ORGANIZATION AND NATURE PARK LASTOVO ISLANDS
- AIM IS TO PROMOTE THE EMERGENCE OF MICRO-ENTREPRENEURSHIP INITIATIVES IN BLUE ECONOMY

PROJECT / OUTPUTS

MAJOR RESULTS:

- 20 IDEAS APPLIED, 7 IN PROCESS OF DEVELOPEMENT
- GOOD COOPERATION WITH LOCAL COMMUNITY
- SOME BUSINES IDEAS DEAL WITH GENERAL LOCAL ISSUES (WASTE MANAGEMENT)

CHALLENGES:

- HARD TO DEFINE IDEAS (TOO BROAD)
- NOT ENOUGH CAPACITY FOR REALIZATION
- UNRESOLVED PROPERTY RELATIONS

LESSONS LEARNED

- NEGATIVE -

- NOT ENOUGH FUNDS
- A LONG TIME PROCESS (PEOPLE LOSE MOTIVATION AND INTEREST)

+ POSITIVE +

- GREAT RESPONSE FROM LOCAL COMMUNITY
- SOME IDEAS ARE INOVATIVE
- IDEAS ARE BASED ON SUSTAINABLE DEVELOPMENT AND ECOLOGIAL PROCESS

CONCLUSION

Action Plan on Sustainable Tourism

- EXPAND THE TOURIST OFFER
- ENCOURAGE SUSTAINABLE TOURISM
- EXTEND THE TOURIST SEASON

Q & A and discussions

BOCHRA NEBLI BARKIA
Municipalité de Kerkennah
Élue au conseil municipal

TUNISIE

KERKENNAH

La femme kerkennienne
pilier de développement touristi

PAYS: TUNSIE

HABITANTS: 14500 / 2020

VISITEURS: 250000 / 2020

STATUS DE PROTECTION:
RAMSAR, ZICO

BONNE PRATIQUE / ACTION

Brève description

INITIATIVE/ ACTIVITE :

- Formation des femmes
- Concours d'idée innovante
- Organisation de stand

PARTENAIRES / GOUVERNANCE :

- Office de l'artisanat
- Office du tourisme
- Association des femmes

PROJECT / OUTPUTS

RESULTATS PRINCIPAUX :

- Diminution des déchets de palmiers dattiers
- Création d'une cellule de femmes formées en artisanat à base de déchet de palmier
- Instaurer la culture de créer des stands de vente des produits

CHALLENGES :

- Valorisation des déchets de palmiers dattiers
- Engagement des femmes
- Créer une destination touristique

LECONS APPRISES

- NEGATIVES -

- **Manque d'implication des jeunes**
- **Manque de travail collaboratif**

+ POSITIVES +

- Rôle de la femme dans la promotion du tourisme de l'ile

valorisation des ressources locale

CONCLUSION

Plan d'action sur le tourisme durable

**1/ * Contribution à la création d'une destination touristique propre et attirante par la diminution des déchets de palmiers dattiers*

** Valorisation du savoir faire ancestrale*

** Implication de la femme dans des activités*

2/ l'instauration de culture de création des stands de présentation des produits artisanales

Merci pour votre attention

TECHNICAL WORKSHOP / Small islands, shaping sustainable tourism

Stefanos Vallianatos
FOTOESSA
Facilitator, coaching & consulting
GREECE

FOTŌESSA

PART 2 - Pop-up session
Examples of sustainable tourism good practices from small islands

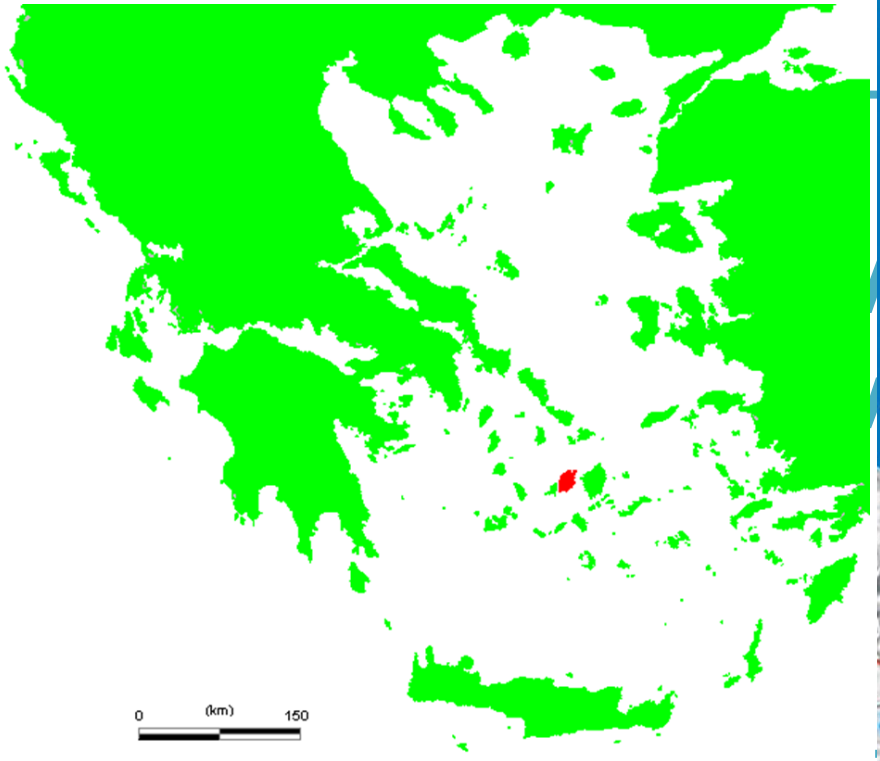
NAME OF ISLAND
PAROS, CYCLADES

COUNTRY: GREECE

INHABITANTS: 14.000 / 2020

VISITORS: 650.000 / 2019

PROTECTION STATUS:
INTERNATIONAL, EUROPEAN, NATIONAL STATUS?



GOOD PRACTICE / ACTION

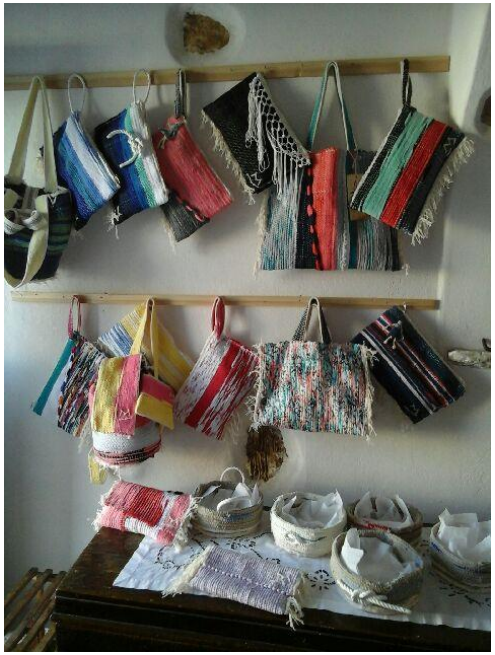
Brief description

INITIATIVE/ ACTIVITY:

- The Knitting machine, loom, laboratory, at an old traditional house,
- Karamanthos Organic Farm, on **the principles of permaculture & natural farming methods, offering guided tours & experiential activities (local products)**
- **Guided or advised (planned) tours, planned for families with kids, combining cultural & other elements.**

PARTNERS / GOVERNANCE:

- A single person initiative, Ms Marigoula, at her family house, offering hand made products
- A family business, a retired couple, cultivating the land brought for this purpose, introuduce permaculture, by now reaching sustainability
- A product of Mamakita, a social entrerprise, managed by a group of ladies,



PROJECT / OUTPUTS

MAJOR RESULTS:

- Guided, tours, combining cultural heritage and natural environment
- Policy recommendations
- Diversifying the the tourist attraction, products and enlarged seeson
- Activate women as promoters of the island’s cultural heritage

CHALLENGES:

- Existing know-how by locals
- Willingness to intoruce policies
- Attracting enough consumers to be sustainble.
- Alternative markets and diversifying p[roduct
- Acceptance by locals

LESSONS LEARNED

- NEGATIVE -

- Lack of widely (by locals) accepted model of development
- Current Branding of the island
- Non-proffessionals
- Competion by traditional models

+ POSITIVE +

- Presence of willing segment
- Rich & diverse cultural heritage
- Accessible island and friendly wheather conditions
- Flexible emplyability

CONCLUSION

Action Plan on Sustainable Tourism

Q & A and discussions

Thank you for your participation!
Merci à tous pour votre participation!